

## Mark Rounds

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**From:** Stacey Cooke <stacey.cooke@ring.com>  
**Sent:** Tuesday, September 04, 2018 10:18 AM  
**To:** Mark Rounds  
**Subject:** Re: FW: La Mirada Ring.com Rebate Program

this is our reply for residents. Do you want to update your social accordingly?

Thank you for your interest in the La Mirada Ring Rebate Program. The subsidy limit has been reached. The first 200 codes redeemed at checkout have been honored. If you have received a code but have not redeemed it, it will unfortunately no longer be valid. If you have questions please refer to the [original announcement](#). Please check the city's website for updates on future opportunities. We appreciate your interest in Ring! For real time crime and safety alerts download neighbors by Ring [here](#). You do not need a Ring Device to join the conversation. Best,  
The Ring Neighborhoods Team

On Tue, Sep 4, 2018 at 10:14 AM, Mark Rounds <[MRounds@cityoflamirada.org](mailto:MRounds@cityoflamirada.org)> wrote:

Great. thank you

**From:** Stacey Cooke [mailto:[stacey.cooke@ring.com](mailto:stacey.cooke@ring.com)]  
**Sent:** Tuesday, September 04, 2018 10:14 AM

**To:** Mark Rounds  
**Subject:** Re: FW: La Mirada Ring.com Rebate Program

We're sold out :-) I will call you after this meeting

On Tue, Sep 4, 2018 at 10:12 AM, Mark Rounds <[MRounds@cityoflamirada.org](mailto:MRounds@cityoflamirada.org)> wrote:

Thank you Stacey.

**From:** Stacey Cooke [mailto:[stacey.cooke@ring.com](mailto:stacey.cooke@ring.com)]

**Sent:** Tuesday, September 04, 2018 9:59 AM

**To:** Mark Rounds

**Subject:** Re: FW: La Mirada Ring.com Rebate Program

Morning,

Just checked again - we are at 199. Just waiting on one more purchase and we will send out the sold out reply.

S

On Tue, Sep 4, 2018 at 9:07 AM, Mark Rounds <[MRounds@cityoflamirada.org](mailto:MRounds@cityoflamirada.org)> wrote:

Thank you Stacey

**From:** Stacey Cooke [mailto:[stacey.cooke@ring.com](mailto:stacey.cooke@ring.com)]

**Sent:** Tuesday, September 04, 2018 9:00 AM

**To:** Mark Rounds

**Subject:** Re: FW: La Mirada Ring.com Rebate Program

We are at 193 this morning. Are you able to please let Rey know that that doorbell he is trying to purchase isn't included in the promo.

On Tue, Sep 4, 2018 at 8:50 AM Mark Rounds <[MRounds@cityoflamirada.org](mailto:MRounds@cityoflamirada.org)> wrote:

FYI

---

**From:** ReyG S [mailto:[reysamia@gmail.com](mailto:reysamia@gmail.com)]

**Sent:** Tuesday, September 04, 2018 8:47 AM

**To:** Mark Rounds

**Subject:** La Mirada Ring.com Rebate Program

Hi Mark,

When I proceed to check out with all my information and entered the code NBSB-LM-9nerpw, it says, Your cart does not meet the requirements for NBSB-LM-9nerpw.

Please advice me so I can purchase the ring doorbell.

Thank you

Sent from Mail for Windows 10

--

Stacey Cooke

National Events Marketing Manager



1523 26th St

Santa Monica, CA 90404

Stacey.Cooke@ring.com

(410) 591-8238

<https://stacey-cooke.youcanbook.me/>

As seen on:

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)

Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)

LA Times: [Ring modernized the doorbell, then went to war against crime](#)

USA Today: [Police say crime drops with video doorbell](#)

Attachments area

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## Mark Rounds

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**From:** Stacey Cooke <[stacey.cooke@ring.com](mailto:stacey.cooke@ring.com)>  
**Sent:** Tuesday, September 04, 2018 3:50 PM  
**To:** Mark Rounds  
**Subject:** Re: La Mirada

I apologize, it was 300 total, not 350. Sorry about that.

Stacey

On Tue, Sep 4, 2018 at 3:49 PM, Mark Rounds <[MRounds@cityoflamirada.org](mailto:MRounds@cityoflamirada.org)> wrote:

Thank you Stacey. If 200 were distributed on Saturday, and 50 on Sunday and Monday, when were the remaining 50 codes distributed to make 350?

Mark

**From:** Stacey Cooke [mailto:[stacey.cooke@ring.com](mailto:stacey.cooke@ring.com)]  
**Sent:** Tuesday, September 04, 2018 3:27 PM  
**To:** Mark Rounds  
**Subject:** Re: La Mirada

Hi Mark,

350 codes were distributed, 200 on Saturday, 50 on Sunday, 50 on Monday. We consistently tracked redemption to ensure that we did not go over. The verification map was built in mapping software. We overlay all address into this map to ensure they fall within the boundary. Zero people did not pass verification of the 350 that we verified.

Thank you,

Stacey

On Tue, Sep 4, 2018 at 2:41 PM, Mark Rounds <[MRounds@cityoflamirada.org](mailto:MRounds@cityoflamirada.org)> wrote:

Hi Stacey,

My apologies for not asking this earlier, but how many promo codes were distributed during the promo period? What did the verification process look like on Rings end before a promo code was issued? And how many of the 582 forms that were submitted did not pass verification?

Sincerely,

**CITY OF LA MIRADA**

Mark E. Rounds  
Senior Administrative Analyst

[mrounds@cityoflamirada.org](mailto:mrounds@cityoflamirada.org)

(562) 902-2334

--

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National Events Marketing Manager



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## **Mark Rounds**

---

**From:** Stacey Cooke <[stacey.cooke@ring.com](mailto:stacey.cooke@ring.com)>  
**Sent:** Wednesday, September 05, 2018 3:52 PM  
**To:** Mark Rounds  
**Subject:** Re: FW: Ring + La Mirada Subsidy Codes

She will need to return and order again

S

On Wed, Sep 5, 2018 at 3:50 PM, Mark Rounds <[MRounds@cityoflamirada.org](mailto:MRounds@cityoflamirada.org)> wrote:

Thank you. Will she see the \$100 discount credited to her card she paid with?

**From:** Stacey Cooke [mailto:[stacey.cooke@ring.com](mailto:stacey.cooke@ring.com)]  
**Sent:** Wednesday, September 05, 2018 3:50 PM  
**To:** Mark Rounds  
**Subject:** Re: FW: Ring + La Mirada Subsidy Codes

Hi Mark,

We are going to honor her discount for her. We will not bill the city for an extra subsidy.

Thank you,

Stacey

On Tue, Sep 4, 2018 at 3:02 PM, Mark Rounds <[MRounds@cityoflamirada.org](mailto:MRounds@cityoflamirada.org)> wrote:

Please see below

---

**From:** Corri Sae-Saue [mailto:[saesae@sbcglobal.net](mailto:saesae@sbcglobal.net)]  
**Sent:** Tuesday, September 04, 2018 2:57 PM  
**To:** Mark Rounds  
**Subject:** Fwd: Ring + La Mirada Subsidy Codes

Mark this is the code response I received after submitting the application at approximately 8:05 -8:10am Saturday morning. Time is 4:25 pm.

I'll also forward the response I received from Ring after informing them my code was not activated and was charged full price for the Ring Pro 2, totaling \$217 including tax

Sent from my iPhone

Begin forwarded message:

**From:** "Ring + La Mirada" <[lamirada@ring.com](mailto:lamirada@ring.com)>  
**Date:** September 1, 2018 at 4:25:49 PM PDT  
**To:** Saesaue <[saesaue@sbcglobal.net](mailto:saesaue@sbcglobal.net)>  
**Subject: Ring + La Mirada Subsidy Codes**  
**Reply-To:** [lamirada@ring.com](mailto:lamirada@ring.com)

Thanks for filling out the form. Please refer to the information below to complete your checkout.

**Codes are first come, first serve:** Please use your \$100 off code as soon as possible to take advantage of the subsidy discount. Receiving a code does not guarantee a discounted device as there are a limited amount of devices available for the program. Codes are valid for a single use only.

**Using the code:** You can complete your purchase on [www.ring.com](http://www.ring.com). The discount code can be applied to any applicable Video Doorbell and/or Security Camera (except bundles). See terms in the official [press release](#).

**Code Information:**

\$100 off retail price for (1) of the select devices: **NBSB-LM-nnv65m**

\$30 off retail price for up to (2) additional devices: **NBSB-LM30-waefeh**

20% off retail price for up to (3) accessories: **NBSB-LM20-88y8jm**

Please make a separate transaction for each code. If you have any comments, questions, or a code isn't working, please let me know and I will assist.

--  
Stacey Cooke

National Events Marketing Manager



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## Mark Rounds

---

**From:** Stacey Cooke <stacey.cooke@ring.com>  
**Sent:** Wednesday, October 03, 2018 10:49 AM  
**To:** Mark Rounds  
**Subject:** La Mirada Invoice (Ring) October 2018  
**Attachments:** RING Neighborhoods Invoice- La Mirada Sept'18.docx; RING Neighborhoods Invoice- La Mirada Sept'18.docx

Morning Mark,

I wanted to thank you again for the partnership. Attached is the invoice for \$10,000. We would love to work with the city again. Please let us know if you are up for round 2.

Thank you,

--

Stacey Cooke  
National Events Marketing Manager

VISIT US AT BOOTH 931 AT IACP OCTOBER 7-9



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**RING ACCOUNT STATEMENT – CITY OF LA MIRADA****SOLD BY:**

Ring Inc.  
1523 26<sup>th</sup> Street  
Santa Monica, CA 90404  
United States  
AR@ring.com

**INVOICE:** La Mirada 1**DATE:** October 3rd, 2018**DESCRIPTION:** La Mirada SEPT'18**AMOUNT:** \$10,000.00**TERMS:** NET 30 Days**BILL TO:**

The City of La Mirada  
13700 La Mirada Blvd.  
La Mirada, CA 90638  
Attn: Mark Rounds, Senior Administrative Analyst

DESCRIPTION	UNITS	UNIT PRICE	TOTAL
Ring Promo Codes Redeemed SEPT'18	200	\$50	\$ 10,000.00
<b>TOTAL</b>			<b>\$ 10,000.00</b>

Ring Inc.  
1523 26th St.  
Santa Monica, CA 90404  
Attn: Accounts Receivable

Bank Name: Silicon Valley  
Bank Account: Ring, Inc.  
Account Number: 3301499895  
Swift Code: SVBKUS6S  
Wire Routing Number: 121140399  
Bank Address: 3003 Tasman Drive, Santa Clara, CA 95054

For any questions, please contact:

Stacy Cooke, National Events Marketing Manager, [Stacey.Cooke@ring.com](mailto:Stacey.Cooke@ring.com), (410) 591-8238

Note: any applicable sales taxes have not been included in the billed amounts and any sales taxes due will be paid by Ring Inc.

## Mark Rounds

---

**From:** Stacey Cooke <stacey.cooke@ring.com>  
**Sent:** Wednesday, October 03, 2018 7:02 PM  
**To:** Mark Rounds  
**Subject:** Re: FW: Social Media for Ring

Are any of your officers attending IACP in Orlando? If so, can you please invite them to our event? <https://iacp2018.splashthat.com/>

On Fri, Aug 17, 2018 at 3:41 PM, Stacey Cooke <[stacey.cooke@ring.com](mailto:stacey.cooke@ring.com)> wrote:  
Thank you.

On Fri, Aug 17, 2018 at 3:28 PM Mark Rounds <[MRounds@cityoflamirada.org](mailto:MRounds@cityoflamirada.org)> wrote:  
Stacey,  
Attached are all the City's posts for the program

-----Original Message-----

From: Anne Haraksin  
Sent: Friday, August 17, 2018 3:17 PM  
To: Mark Rounds  
Subject: Social Media for Ring

The posts are attached.

--  
Stacey Cooke  
National Events Marketing Manager



1523 26th St  
Santa Monica, CA 90404

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Stacey Cooke  
National Events Marketing Manager

VISIT US AT BOOTH 931 AT IACP OCTOBER 7-9



1523 26th St  
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[Stacey.Cooke@ring.com](mailto:Stacey.Cooke@ring.com)  
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## Mark Rounds

---

**From:** Stacey Cooke <stacey.cooke@ring.com>  
**Sent:** Monday, August 05, 2019 1:29 PM  
**To:** Mark Rounds  
**Subject:** Re: Report Needed ASAP for Aug. 13 CC Mtg

what do you mean by the city would like to do an event later today? I thought you wanted to launch online? Do you want to have an event?

On Mon, Aug 5, 2019 at 1:20 PM Mark Rounds <[MRounds@cityoflamirada.org](mailto:MRounds@cityoflamirada.org)> wrote:  
Yes Stacey. Thank you. I'll get the date the city would like to do the event later today. What do you think the earliest we could set a date?

Sent from my iPhone

On Aug 5, 2019, at 1:10 PM, Stacey Cooke <[stacey.cooke@ring.com](mailto:stacey.cooke@ring.com)> wrote:

got it. like I mentioned on the phone. We will need to prepare a new agreement as well as a new flyer.

On Mon, Aug 5, 2019 at 12:20 PM Mark Rounds <[MRounds@cityoflamirada.org](mailto:MRounds@cityoflamirada.org)> wrote:

Hi Stacey,

Here is a copy of our agreement and flyer from last year. Thank you.

<image001.png> <image002.png>

**Mark Rounds**  
Senior Administrative Analyst  
La Mirada Community Sheriff's Station  
13716 La Mirada Boulevard  
  
La Mirada, CA 90638  
(562) 902-2960  
[www.cityoflamirada.org](http://www.cityoflamirada.org)  
<image003.png> <image004.png> <image005.png>

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**From:** Anne Haraksin  
**Sent:** Monday, August 05, 2019 11:39 AM  
**To:** Mark Rounds  
**Cc:** Emily Benavidez; Mary Cipres; Jose Amaya; Sgt. Denney  
**Subject:** Report Needed ASAP for Aug. 13 CC Mtg

Mark,

I was just informed that Council is interested in offering another round of Ring.com rebates.

Please contact Ring.com ASAP and set this up. Then prepare a report for next week's August 13 Council agenda. The info in the report doesn't have to be as elaborate as last year's. Update the flier and let's promote it at National Night Out on Thursday.

Thanks.

-Anne

--

Stacey Cooke

Events Manager

stacey.cooke@ring.com

410-591-8238

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1523 26th St.  
Santa Monica, CA 90404  
www.ring.com



Download the Neighbors App.  
Join the new neighborhood watch.

<https://abc7.com/community-events/lynwood-residents-offered-discounted-ring-security-devices/4527874/>

--  
Stacey Cooke

Events Manager

stacey.cooke@ring.com

410-591-8238



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[www.ring.com](http://www.ring.com)



[Download the Neighbors App.](#)  
Join the new neighborhood watch.

<https://abc7.com/community-events/lynwood-residents-offered-discounted-ring-security-devices/4527874/>

## Mark Rounds

---

**From:** Stacey Cooke <[stacey.cooke@ring.com](mailto:stacey.cooke@ring.com)>  
**Sent:** Tuesday, August 06, 2019 3:12 PM  
**To:** Mark Rounds  
**Cc:** Phillip Dienstag  
**Subject:** Re: La Mirada

Oh. Interesting. Have fun!

On Tue, Aug 6, 2019 at 3:02 PM Mark Rounds <[MRounds@cityoflamirada.org](mailto:MRounds@cityoflamirada.org)> wrote:

Our city wide event for NNO isn't until Thursday. = )



**Mark Rounds**  
Senior Administrative Analyst  
La Mirada Community Sheriff's Station  
13716 La Mirada Boulevard

La Mirada, CA 90638  
(562) 902-2960  
[www.cityoflamirada.org](http://www.cityoflamirada.org)



**From:** Stacey Cooke [mailto:[stacey.cooke@ring.com](mailto:stacey.cooke@ring.com)]  
**Sent:** Tuesday, August 06, 2019 2:57 PM  
**To:** Mark Rounds  
**Cc:** Phillip Dienstag  
**Subject:** Re: La Mirada

Thank you! NNO is tonight, please let me know how it goes.

On Tue, Aug 6, 2019 at 2:55 PM Mark Rounds <[MRounds@cityoflamirada.org](mailto:MRounds@cityoflamirada.org)> wrote:

Ok, no worries. We will go with the flyer as is. Thank you



**Mark Rounds**  
Senior Administrative Analyst  
La Mirada Community Sheriff's Station  
13716 La Mirada Boulevard

La Mirada, CA 90638  
(562) 902-2960  
[www.cityoflamirada.org](http://www.cityoflamirada.org)



**From:** Stacey Cooke [mailto:[stacey.cooke@ring.com](mailto:stacey.cooke@ring.com)]

**Sent:** Tuesday, August 06, 2019 2:53 PM

**To:** Mark Rounds

**Cc:** Phillip Dienstag

**Subject:** Re: La Mirada

Sorry, we will not be able to re-design this flyer until the partnership is confirmed. I suspect the spacing is messed up because I removed the launch date and edited some other info because we are not in contract.

S

On Tue, Aug 6, 2019 at 2:49 PM Mark Rounds <[MRounds@cityoflamirada.org](mailto:MRounds@cityoflamirada.org)> wrote:

Not a problem. Can it be re-designed tomorrow?



**Mark Rounds**  
Senior Administrative Analyst  
La Mirada Community Sheriff's Station  
13716 La Mirada Boulevard

La Mirada, CA 90638  
(562) 902-2960  
[www.cityoflamirada.org](http://www.cityoflamirada.org)



**From:** Stacey Cooke [mailto:[stacey.cooke@ring.com](mailto:stacey.cooke@ring.com)]  
**Sent:** Tuesday, August 06, 2019 2:46 PM  
**To:** Mark Rounds  
**Cc:** Phillip Dienstag  
**Subject:** Re: La Mirada

Hi Mark,

Unfortunately the spacing is set by the design and I will not have time to get this flyer re-designed today. We ask that you do not edit our templates.

Thank you!

On Tue, Aug 6, 2019 at 2:44 PM Mark Rounds <[MRounds@cityoflamirada.org](mailto:MRounds@cityoflamirada.org)> wrote:

Thanks again Stacey. These are the comments I received back from Admin.

*It looks good. Is there any way the spacing can be fixed for the words on the top box? Also, a period is missing. Any chance they can make that quick fix or is it too late?*

If you aren't able to make the changes, maybe our graphics guy can take a crack at it.



**Mark Rounds**  
Senior Administrative Analyst  
La Mirada Community Sheriff's Station  
13716 La Mirada Boulevard

La Mirada, CA 90638  
(562) 902-2960  
www.cityoflamirada.org



**From:** Stacey Cooke [mailto:[stacey.cooke@ring.com](mailto:stacey.cooke@ring.com)]  
**Sent:** Tuesday, August 06, 2019 12:48 PM  
**To:** Mark Rounds  
**Cc:** Phillip Dienstag  
**Subject:** Re: La Mirada

Here you go Mark. Good luck tonight!!!

On Tue, Aug 6, 2019 at 9:33 AM Mark Rounds <[MRounds@cityoflamirada.org](mailto:MRounds@cityoflamirada.org)> wrote:

Thank you.



**Mark Rounds**  
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**From:** Stacey Cooke [mailto:[stacey.cooke@ring.com](mailto:stacey.cooke@ring.com)]  
**Sent:** Tuesday, August 06, 2019 9:27 AM  
**To:** Mark Rounds  
**Cc:** Phillip Dienstag  
**Subject:** Re: La Mirada

Mark,

I'll get something together for you today.

Thanks!

On Tue, Aug 6, 2019 at 8:16 AM Mark Rounds <[MRounds@cityoflamirada.org](mailto:MRounds@cityoflamirada.org)> wrote:

Good morning Stacey,

The City is having a large Public Safety event on Thursday in conjunction with National Night Out. Is it possible to get a program flyer from you that has everything except the date on it? We would like to promote the upcoming Ring program even if we don't have a firm date set. Thank you



**Mark Rounds**

Senior Administrative Analyst  
La Mirada Community Sheriff's Station  
13716 La Mirada Boulevard

La Mirada, CA 90638  
(562) 902-2960  
www.cityoflamirada.org



**From:** Stacey Cooke [mailto:[stacey.cooke@ring.com](mailto:stacey.cooke@ring.com)]  
**Sent:** Monday, August 05, 2019 1:56 PM  
**To:** Mark Rounds  
**Cc:** Phillip Dienstag  
**Subject:** Re: La Mirada

Hi Mark,

It was nice speaking with you earlier today. I am glad that the city of La Mirada is interested in a second round of funding with Ring. I have requested a contract and will send it over to you as soon as possible. I have that your maximum amount of funding will be \$10,000 which will give 200 residents a \$100 off discount on the products mentioned in the agreement. We have added a couple of our newer products such as a the Doorview Cam and the new Stick Up Cam as well as our alarm, so residents have a few more options this time around.

I had a few questions for you. It is unclear to me if you would like to launch online or with an event. If we launched with an event, the Ring team would come up and set up a temporary pop-up shop in your community for a couple hours. Residents who attend would be verified by the city, and then would be able to purchase on site and leave with the product of their choice. Events that do not sell out move to the online system. The way we handle online subsidies is through an application form which the city posts. The Ring team then verifies the applicants for residency and emails residents a code to redeem on Ring.com. Both options are a great! A combo of both can be done or you can do just the online portion.

I would also like to know if you are allowing residents who participated last round to participate again or if these people are now ineligible. If that is the case, we would need to know prior to launch to ensure we don't hand out any second discounts. We also want to make sure when we market this program that that is clear to those residents.

Finally, once the contract is complete, I'd like to know if your city manager would sign through docusign aka electronic signature or if you require a wet signature. Either is fine with us, we just like to know. If you are going to go through docusign, we will at some point need Jeff Boynton's email address so that he can sign electronically.

I have Phil Dienstag on copy here too. He will be handling subsidy partnerships. I will likely be your primary POC since this is a second round, but I do head out on maternity leave after Labor Day so I wanted to make sure you had someone else at Ring to contact.

Thank you for your partnership.

Stacey

On Mon, Aug 5, 2019 at 11:47 AM Mark Rounds <[MRounds@cityoflamirada.org](mailto:MRounds@cityoflamirada.org)> wrote:

Hi Stacey,

Hope you are doing well. Well I just received word from our City Council that they want to do another round of Ring doorbell rebates, and they would like to do them quickly. I hope you are still with the company and look forward to speaking with you shortly.



**Mark Rounds**

Senior Administrative Analyst  
La Mirada Community Sheriff's Station  
13716 La Mirada Boulevard

La Mirada, CA 90638  
(562) 902-2960  
[www.cityoflamirada.org](http://www.cityoflamirada.org)



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Stacey Cooke

Events Manager  
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410-591-8238



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